OCTOBER 15-17, 2024 | BOSTON, MA

CDAO Fall

▶ Connecting you to what's next in data

SPEAKERS:

Steve Boras, Head of Model Risk Management & Validation, **CITIZENS BANK**

Vishal Patel, Chief Data & Analytics Officer, **WEBSTER BANK**

Ajai Sehgal, Chief Data & Analytics Officer, **MAYO CLINIC**

Tarun Sood, Chief Data Officer, **AMERICAN CENTURY INVESTMENT**

David Dobbs, Vice President, Chief Data Officer, **HMSA**

Chris Bennett, Chief Data Officer, **VANGUARD**

Shahidul Mannan, Chief Data Officer, **MERCY HEALTH**

Joe Delpercio, Director, Analytic Services, **ZEUS INDUSTRIAL PRODUCTS**

Jen Courant, Chief Data Officer, **DWS GROUP**

Carly Van Zandt, Senior Director, Data Governance, **FRESENIUS MEDICAL CARE**

David Smith, Director of Data Governance, **NEW BALANCE**

David Dietrich, Vice President, Advance Analytics & Governance, **FIDELITY INVESTMENTS**

Xu Cheng, Head of Business Intelligence & Insights, **ASCOT GROUP**

Angelo Riddick, Chief Information Officer, **THE STATE OF NEW YORK** (former)

Jim Griffin, AI Practice Lead, Business Analytics Faculty **UNIVERSITY OF TEXAS**

Tamilla Triantoro, Director MS Business Analytics, **QUINNIPIAC UNIVERSITY**

Zach Elewitz, Head of AI, **FORTUNE BRANDS**

Joshua Merrill, Enterprise Data, Analytics & Reporting **BOSTON CHILDREN'S HOSPITAL**

Tu Le, Head of Retail Bank Operations, **USAA FEDERAL SAVINGS BANK**

David Cass, Chief Information Security Officer, **GSR**

Farid Sheikhi, Manager, Business Intelligence & Digital Transformation, **KFC CANADA**

Diego de Aragao, Senior Vice President, Balance Sheet Management & Analytics, **CITI**

Jalaj Roy, Vice President, Enterprise Data Architecture, **DEUTSCHE BANK**

Kevin Langford, Vice President & Chief Human Resources Officer, **EXPRESSJET AIRLINES**

Westie Magnuson, Chief People Officer, **CORNEL'S PLUMBING, HEATING & AIR**

Chandra Kapireddy, Firmwide Head of Gen AI, ML & Analytics, **TRUIST**

Robin Patra, Head of innovation, Director Data & Analytics, **ACRO CONSTRUCTION**

Maggie Ward, Manager, Talent Ops Data & Reporting, **NETFLIX**

Besa Bauta, Chief Information Officer, **JEWISH BOARD**

Kendell Timmers, SVP, Head of Data & Insights, **THE NEW YORK TIMES**

Kevin Nickerson, AVP, Analytics & Sales Enablement, **CHUBB**

Gunjan Aggarwal, Executive Director, Data Strategy & Marketing Data Solutions, **NOVARTIS**

Avinash Tripathi, Vice President, Analytics, **UNIVERSITY OF PHOENIX**

Catherine Shen, Senior Director, US Pharmaceuticals Commercial Data & Reporting, **GSK**

Lauren Gardener, Senior Manager, Voice Of Customer Strategy, **STASH**

Erum Manzoor, Senior Vice President, **CITI**

Ryan Simone, Vice President, Data Strategy, **BETCHES MEDIA**

Maksim Kravets, Executive Director, Strategy & Operations **CVS HEALTH**

Justin Yu, Senior Director, Infrastructure & Insights, (*former*) **AUDIBLE, INC.**

Sam Marks, Director of Business Strategy, Solutions & Analytics, **BOSTON BRUINS**

Vinay Narayana, Senior Director, Engineering, Data Analytics & ML, **LEVI STRAUSS & CO**

Jennifer Mezzio, Global HR Data Officer, **FIRST CITIZENS BANK**

Seema Swamy, Senior Director, Insights, Analytics & Data Science, **WALMART**

Tonjia Coverdale, Senior Vice President, Chief Strategy Officer for Operations & Technology, **ASSOCIATED BANK**

Susanna Raj, **WOMEN IN AI**

Dr. Tiffany Perkins-Munn, Managing Director, Head of Data & Analytics for JPMC Marketing, **J.P. MORGAN CHASE & CO.**

Jayeeta Putatunda, Senior Data Scientist – NLP & Gen AI, Manager, Emerging Technologies, **FITCH GROUP, INC.**

Glenn Hofmann, Chief Analytics Officer, **NEW YORK LIFE INSURANCE COMPANY**

Bappaditya Roy, Chief Cloud Architect, **THE TJX COMPANIES, INC**

Vivek Goel, Chief AI Strategist, **WELLNESS CONNECTION**

Var Shankar, Associate, Grail Lab, **PURDUE UNIVERSITY**

Karina Klever, **Governance & Compliance Expert**

Anusha Dandapani, Chief Data & AI Services Officer, **UNICC**

Sowmya Subramanian, Executive Vice President, **WARNER BROS. DISCOVERY**

Eric Higgins, Vice President, Global Online Data Science, **THE ESTÉE LAUDER COMPANIES INC.**

Arohi Nair, **OFFICE OF CHIEF INFORMATION OFFICER, FEMA, DEPARTMENT OF HOMELAND SECURITY**

Sanjaya Swamy, Director of ML Engineering, Card Tech Machine Learning, **CAPITAL ONE**

Sundeep Das, Head of Machines Learning/AI -New Business Verticals, **DOOR DASH**

Rohit Raghunathan, Head of Engineering, **DOORDASH**

Karim Samouda, Senior Director, Infrastructure & Architecture Management, **VOSKER**

Karl Massougbodji, Vice President, Data Management, AI & Information **VOSKER**

Ram Gautam, Clinical Platform, **TELADOC HEALTH**

Erich Gazaui, Chief Information Officer, **PAPA**

Barnak Banerjee, Managing Director, Data Engineering, **WEBSTER BANK**

Haroon Abbu, Senior Vice President, Digital Technology & Data Analytics , **BELL & HOWELL**

Alan Halfenger, Chief Compliance Officer, **ARCTARIS IMPACT INVESTORS**

Stacey Force, Board of Advisors, **GPS EDUCATION**

Rohit Kumar, Vice President, Software Engineering/Data Engineering, **AETNA** (former)

Sam Ransbotham, Artificial Intelligence and Business Strategy, **MIT SLOAN MANAGEMENT REVIEW**

Shreesha Jagadeesh, Associate Director of Applied Machine Learning, **BEST BUY**

Bhagyesh Phanse, Vice President, Analytics & Data Science, **STARBUCKS**

Nachiket Mehta, Head of Data and Analytics, Engineering, Global Operations, **WAYFAIR**

Andrew Patricio, Chief Digital and AI Officer, **UNIDOSUS**

Cecilia Dones, Professor, **COLUMBIA BUSINESS SCHOOL**

Kevin Kramer, Senior Vice President, Data Science & Analytics, **RECOVERY CENTERS OF AMERICA (former)**

Richard Schaefer, Chief AI Officer VISN, **U.S. DEPARTMENT OF VETERANS AFFAIRS**

Senior Representative, **ROCKET COMPANIES**

Alex Golbin, Managing Director, Chief Data Officer & Interim Chief Technology Officer, **HUDSON BAY CAPITAL MANAGEMENT**

Anton Pavlov, Senior Manager, Customer Data & Marketing Automation, **ALNYLAM PHARMACEUTICALS**

Sabaita Mohsin, AI Product Leader, **CATERPILLAR INC.**

Senior Representative, Chief Information Officer, **WORLDBANK**

Corey M. Dennis, Senior Director, Global Counsel, Information Security & Privacy, **ELI LILLY AND COMPANY**

John Giaquinto, Vice President of Loyalty, Personalization & Analytics, **RITE AID**

Christopher Hart, Partner, Co-Chair, Privacy & Data Security Group, **FOLEY HOAG LLP**

Thomas Shola, Chief Risk & Privacy Officer, **NORTHERN BANK**

Samuel Rosenthal, Director of Data Strategy & Analytics, **FOLEY HOAG LLP**

Beverly Wright, PHD, CAP, Academic Program Director, Data Science & AI, **THE UNIVERSITY OF GEORGIA**

Selvin Selbaraju, Senior Machine Learning Engineer, **DELIVEROO**

Keerti Purohit, Executive Director, Data & Analytics, **VERIZON**

Ian James, Head of Data Strategy, **RIGHTHAND ROBOTICS, INC.**

Sammi Tang, Vice President, Global Head of Biometrics Department, Quantitative Medicine, Data Strategy, Medical Writing, **SERVIER**

Gabrielle Riese, Model Risk Manager, **CITIZENS**

Edward Loessi, Senior Manager, eCommerce Technology and Performance Analytics, **AHOLD DELHAIZE**

Shweta Mahajan, Product Owner, Data Management Lead, **BLOOMBERG**

Rose Lally, Chief Information Security Officer, Vice President, Governance & Controls, **ALTISOURCE**

Rahil Parikh, Applied Scientist, **AMAZON**

Kiran Kodali, Head of R&D Data Strategy and Governance, Data & Foundations **SANOFI**

Parag Shah, Vice President of Data, **CARGURUS**

Kevin Medeiros, Vice President, Senior Information Security Risk Officer, **WORKERS CREDIT UNION** (former)

Laks Meyyappan, Executive Director, Algorithms & Data Science, **CVS HEALH**

Armin Mahmutefendic Director, Chief Technology Officer, **MADISON INTERNATIONAL REALTY**

Matthew McGinnis, Vice President, Data & Analytics, **EVERNORTH**

Sudheesh Kamanth, Senior Director, Global Data & AI Products, **KENVUE**

Chi-Chi Zhang, Senior Director of Product, Machine Learning & Personalization for News, **YAHOO**

John Hernandez, Director, Content Analytics, **ALM MEDIA**

Steven Fransblow, Senior Vice President, Data, **MIXBOOK**

Arun Venuturupalli, Data Architect Environmental Solutions and Services, **VEOLIA NORTH AMERICA**

Crystal Garcia, Director, Data Science, **BLUE CROSS BLUE SHIELD OF MICHIGAN**

Neetu Togani, Managing Director, Analytics, Data & Reporting, **BLUE CROSS BLUE SHIELD OF MICHIGAN**

Cindi Howson, Chief Data Strategy Officer, **THOUGHTSPOT**

Dr. Kjell Carlsson, Head of AI Strategy, **DOMINO**

Colin Kennedy, COO & Co-Founder, **SHELF**

Igor Jablokov, Chief Executive Officer, **PRYON**

Jessica Lin, Lead Data Scientist, **DATAROBOT**

Jordan Burger, Lead Researcher, AI Applications, **KEBOOLA**

Pete Foley, Chief Executive Officer & Co-Founder, **MODELOP**

Jasper Cannon, Strategy Lead, Strategy & Operatinos, Job Seeker Platform, **INDEED**

October 15, 2024

	Data Infrastructure, Engineering & Architecture Stage	Analytics & Intelligence Stage	AI, Gen AI & AGI Stage	Strategy & Culture Stage	Privacy & Compliance Stage
8:00	Registration and Networking Breakfast				
9:00	PANEL DISCUSSION: Best practices for establishing data quality standards, monitoring data quality metrics, and ensuring data integrity across the data lifecycle	PANEL DISCUSSION: Data-driven Decision Making in 2024: Harnessing Analytics for Strategic Insights. What's New?	PANEL DISCUSSION: How is AI changing the role of the Chief and Data & Analytics Officer? Understanding the Evolution of Artificial	PANEL DISCUSSION: Leading-Edge CDAOs - Overcome Cultural Barriers to Deliver Value from	PANEL DISCUSSION: Privacy & Compliance in Emerging Technologies: Assessing Risks and

		Intelligence: From Narrow AI to Gen AI	**Data and Accelerate Growth**	**Opportunities in AI, LLM, ML**
• Implementing robust data quality monitoring processes and tools to continuously assess and measure data quality against established standards and metrics • Implementing data governance practices and controls to ensure data integrity is maintained throughout the data lifecycle, from data ingestion and transformation to storage, analysis, and reporting Joe Delpercio, Director, Analytic Services, **ZEUS INDUSTRIAL PRODUCTS** Jalaj Roy, Vice President, Enterprise Data Architecture, **DEUTSCHE BANK**	• The latest advancements in analytics technologies such as augmented analytics, predictive analytics, and prescriptive analytics, and their role in providing deeper insights and actionable recommendations for decision-making • Emphasizing the importance of cross-functional collaboration between data scientists, analysts, business leaders, and domain experts Joshua Merrill, Enterprise Data,	• Moving beyond traditional data management and analytics functions to embrace AI-driven innovation and transformation initiatives • Enabling CDAOs to leverage AI-driven insights and recommendations for more informed and proactive decision-making across all business functions Chris Bennett, Chief Data Officer, **VANGUARD** Shahidul Mannan, Chief Data Officer, **MERCY HEALTH**	• Highlight the importance of fostering a data-driven culture essential to deliver growth and value amid cultural barriers • Addressing resistance to change within a large organization, and the importance of looking to the future Maksim Kravets, Executive Director, Strategy & Operations **CVS HEALTH** Nachiket Mehta, Head of Data and Analytics, Engineering, Global Operations, **WAYFAIR**	• What are privacy implications of emerging technologies such as artificial intelligence (AI), internet of things (IoT), • Insights into assessing privacy risks, implementing privacy-by-design principles, and leveraging emerging technologies to enhance data privacy and protection Corey M. Dennis, Senior Director, Global Counsel, Information Security & Privacy, **ELI LILLY AND COMPANY**

Karl Massougbodji, Vice President, Data Management, AI & Information **VOSKER** **Moderator:** Colin Kennedy, COO & Co-Founder, **SHELF**	Analytics & Reporting , **BOSTON CHILDREN'S HOSPITAL** Robin Patra, Head of innovation, Director Data & Analytics, **ACRO CONSTRUCTION** Kendell Timmers, SVP, Head of Data & Insights, **THE NEW YORK TIMES** Xu Cheng, Head of Business Intelligence & Insights, **ASCOT GROUP** **Moderated by: Archetype**	Jen Courant, Chief Data Officer, **DWS GROUP** **Moderator:** Dr. Kjell Carlsson, Head of AI Strategy, **DOMINO**	Tonjia Coverdale, Senior Vice President, Chief Strategy Officer for Operations & Technology, **ASSOCIATED BANK**	Christopher Hart, Partner, Co-Chair, Privacy & Data Security Group, **FOLEY HOAG LLP**
9:45	**Strategies for establishing data governance frameworks, policies, and processes to ensure data quality, consistency, and compliance** • The importance of aligning data governance objectives with	**Predictive Analytics: Unveiling Future Trends and Patterns** • Exploration of advanced analytics techniques used in predictive modeling, including	**Insights into the future of AI and the workforce** Insights into the MIT Sloan Management Review on how AI is revolutionizing the workforce, but is it a good thing?	**Building a Culture of Accountability: Setting Clear Goals and Metrics for Data-driven Success** • Exploring the importance of accountability in driving data-driven	**The only 10 steps in GRC you need to know** *So many of us are overwhelmed with this topic and have no idea how to approach, decipher, or execute governance principles.*

Note: In the "9:45" row, the first column contains the time "9:45" and the second column begins with "Strategies for establishing data governance frameworks..."

business goals and regulatory requirements • Strategies for defining and implementing data quality standards and metrics to measure data accuracy Carly Van Zandt, Senior Director, Data Governance, **FRESENIUS MEDICAL CARE**	regression analysis, machine learning algorithms, time series forecasting, and ensemble methods • Predictions and forecasts for future trends and innovations in predictive analytics, including emerging technologies, methodologies, and applications that are likely to shape the future of predictive modeling Angelo Riddick, Chief Information Officer, **THE STATE OF NEW YORK** (former)	Sam Ransbotham, Artificial Intelligence and Business Strategy, **MIT SLOAN MANAGEMENT REVIEW**	initiatives and achieving business outcomes. • Strategies for defining clear goals, establishing performance metrics, and holding individuals and teams accountable for results Justin Yu, Senior Director, Infrastructure & Insights, **AUDIBLE, INC.** (former)	*The "checkbox exercise" approach to the endless irrelevant controls hadn't left us any more secure! We spin within each audit cycle and dedicate hundreds of thousands of hours *and dollars* on activities within our organizations that may not even be necessary.* *Join us to understand how to mature your GRC posture without sacrificing your people or budget*! Karina Klever, **Governance & Compliance Expert**
10:15	**Networking Break in the Exhibit Hall**			

10:45	**Building Scalable Data Products: a strategic approach to data-driven value & success**	**Data Visualization and Storytelling: Communicating Insights Effectively**	**AI in Real Life: A Case Study on how UNIDOSUS are implementing AI to make a real impact**	**CASE STUDY: Cultivating a Data-First Culture: From Vision to Implementation**	**Ensuring CDAO's are accounting for risks as they lead their teams**
	• Data product mindset that fosters ownership and accountability, by treating data as a strategic asset. • Aligning data products with consumer needs and business goals, & prioritizing them based on their potential impact and feasibility. • Scalable architectures for easy data access, integration, & reusability, while ensuring robust governance for data quality and security. • Strategies to drive the democratization and adoption of data products through a marketplace, making	• The significance of data visualization in conveying complex insights and patterns • Interactive data visualization tools and techniques for engaging the audience and enabling exploration and analysis of data Tu Le, Head of Retail Bank Operations, **USAA FEDRAL SAVINGS BANK**	*This talk describes how we made the journey from Excel to Gen AI and where we see that going in the future. The lessons learned will apply to any organization looking for pragmatic advice in how to maximize the reward and reduce the risk of this exciting new technology.* Andrew Patricio, Principal, Data & Analytics, **UNIDOSUS**	*Strategies for overcoming resistance and driving cultural change towards a data-centric organization, ensuring widespread adoption and engagement* Ian James, Head of Data Strategy, **RIGHTHAND ROBOTICS, INC.**	*Effectively managing the risks associated with deploying data and analytics strategies that utilize new AI functions, including generative AI, large language models, and predictive AI.* Curtis O'Dell, Business Performance Director, Data Integrity, **TRICENTIS**

	them accessible and valuable to a wider audience. Sudheesh Kamanth, Senior Director, Global Data & AI Products, **KENVUE**				
11:15	**PANEL DISCUSSION: Data Mesh: Decentralized Data Architecture for Scalable and Agile Data Management** • Domain-oriented decentralized data ownership, self-serve data infrastructure, federated data governance, and data product mindset. • Scalability and agility benefits of Data Mesh Barnak Banerjee, Managing Director, Data Engineering, **WEBSTER BANK** Kiran Kodali, Head of R&D Data Strategy and	**PANEL DISCUSSION: Big Data Analytics: Managing, Processing, and Extracting Value from Large Datasets** • What are the challenges associated with managing big data, including data ingestion, storage, processing, and scalability issues, and strategies for overcoming these challenges • Advanced analytics and machine learning techniques applied to big data, such as	**PANEL DISCUSSION: AGI: The Quest for Gen AI- Challenges and Opportunities** • What are some of the potential risks associated with generative AI and the need for robust ethical frameworks • Uncover how organizations can harness generative AI to generate novel ideas, prototypes, and insights, ultimately driving innovation and competitive advantage	**PANEL DISCUSSION: My story – The journey of the Chief Data Officer** *In this session, you will hear from some of the highest leaders, hear how they started in the sector and made their way up to be a Chief Data Officer. You'll have the opportunity to ask your burning questions, have robust discussions and gain insights into what makes a great leader and what the future of the CDO looks like.*	**PANEL DISCUSSION: Safeguarding Data: Navigating Privacy and Compliance in the Digital Age** • Balancing Innovation with Privacy: How to innovate and leverage data-driven technologies while maintaining compliance with privacy regulations • Mitigating Risks: Identifying potential risks and challenges in data

Governance, Data & Foundations, **SANOFI** Ian James, Head of Data Strategy, **RIGHTHAND ROBOTICS, INC.**	predictive modeling, clustering, classification, and anomaly detection Sam Marks, Director of Business Strategy, Solutions & Analytics, **BOSTON BRUINS**	Besa Bauta, Chief Information Officer, **JEWISH BOARD** Tarun Sood, Chief Data Officer, **AMERICAN CENTURY INVESTMENT** Vishal Patel, Chief Data & Analytics Officer, **WEBSTER BANK** Tamilla Triantoro, Director MS Business Analytics, **QUINNIPIAC UNIVERSITY** Sanjaya Swamy, Director of ML Engineering, Card Tech Machine Learning, **CAPITAL ONE** <mark>Igor Jablokov, Chief Executive Officer, **PRYON**</mark>	Chris Bennett, Chief Data Officer, **VANGUARD** Jen Courant, Chief Data Officer, **DWS GROUP** Alex Golbin, Managing Director, Chief Data Officer & Interim Chief Technology Officer, **HUDSON BAY CAPITAL MANAGEMENT**	management and how to implement effective safeguards to prevent breaches and penalties Rose Lally, Chief Information Security Officer, Vice President, Governance & Controls, **ALTISOURCE**
12:00	**Data Democratization: Empowering Employees with Access to Data and Analytics Tools** • The importance of democratizing data	**Decoding LLMs: Evaluations is all you need** *As the LLM field is seeing dynamic growth and rapid evolution of*	**Exploring the Ethical Implications of Advanced AI and AGI Development** • Implementing bias mitigation	**Sustainability and Corporate Social Responsibility (CSR) in Data Strategy: Balancing Profit with Purpose**	**Analytics for Risk Management and Strategic Decision-Making** • The use of predictive

access and analytics capabilities across the organization to foster innovation and agility.
- Strategies for promoting self-service analytics, data literacy programs, and democratized decision-making processes

Xu Cheng, Head of Business Intelligence & Insights, **ASCOT GROUP**

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new architectures, it also requires continuous evaluation methodologies that adapt to changing contexts. Open source initiatives play a pivotal role in addressing the challenges of LLM evaluation, driving progress, facilitating the development of standardized benchmarks, and enabling researchers to consistently benchmark LLM performance across various tasks and domains. We will also evaluate some of the OS evaluation metrics and walkthrough of code using a demo dataset.

Jayeeta Putatunda, Senior Data Scientist – NLP & Gen AI, Manager, Emerging

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strategies to proactively identify and minimize biases in AI/Gen AI algorithms and models, ensuring fairness and equity in decision-making processes
- Promoting explainability and transparency in AI/Gen AI systems to provide clear insights into how AI models make decisions, enhancing trust, and facilitating better understanding of AI-generated outcomes

Eric Higgins, Vice President, Global Online Data Science, **THE**

- Exploring the intersection of data strategy, sustainability, and corporate social responsibility (CSR) and the role of organizations in addressing societal and environmental challenges.
- Strategies for integrating sustainability and CSR principles into data strategy development, governance, and decision-making processes.

Besa Bauta, Chief Information Officer, **JEWISH BOARD**

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modeling techniques, such as machine learning algorithms, to assess and quantify risks
- The integration of risk analytics with strategic decision-making processes, where data-driven insights are used to inform strategic initiatives, investments, and resource allocations

Thomas Shola, Chief Risk & Privacy Officer, **NORTHERN BANK**

		Technologies, **FITCH GROUP, INC.**	**ESTÉE LAUDER COMPANIES INC.**		
12:30	Lunch in the Exhibit Hall				
2:00	**From Data Assets to Data Products: how productization of data brings in efficiency and scalability that today's business require?** • What key data products and how productization of data is a must to have in today's world to achieve efficiency, reusability and scalability that business requires? • Building internal capabilities for Data Product: data product is an inherent internal capability. How building up such a capability pose new challenges to organizations? How do we prepare for	**Data Governance and Ethical Intelligence** ==Jordan Burger, Lead Researcher, AI Applications,== **KEBOOLA**	**Implementing Generative AI Copilots in an Enterprise Environment** *This session explores the implementation of generative AI copilots in enterprise environments, focusing on their potential to enhance productivity and innovation while addressing crucial aspects of data security and ethical AI us.* Jim Griffin, AI Practice Lead, Business Analytics Faculty **UNIVERSITY OF TEXAS**	**Cultural Transformation Roadmap: Steps to Building a Data-driven Organization** • A roadmap for cultural transformation towards becoming a data-driven organization, from vision-setting to implementation and measurement • Practical guidance and real-world examples to navigate the complexities of cultural change and drive	==**Data Privacy Compliance in the Cloud: Addressing Challenges and Best Practices for Cloud-based Data Processing**== • Exploring the unique privacy challenges and compliance considerations associated with cloud computing environments. • Strategies for assessing cloud service providers' privacy and security controls, negotiating data protection

	such challenges within the organization and as an industry? Catherine Shen, Senior Director, US Pharmaceuticals Commercial Data & Reporting, **GSK**			successful data initiatives Ryan Simone, Vice President, Data Strategy, **BETCHES MEDIA**	agreements, and ensuring compliance with regulatory requirements
2:30	**Data-driven ESG (Environmental, Social, and Governance) Reporting** Arun Venuturupalli, Data Architect Environmental Solutions and Services, **VEOLIA NORTH AMERICA**	**Machine Learning Applications in Business Intelligence** • Highlighting the use of natural language processing (NLP) and sentiment analysis techniques • Insights into how machine learning can be applied to optimize business processes, streamline operations, and improve efficiency in areas such as supply chain	**Embedding responsible practices in organizational culture, building capacity and literacy for responsible uses of AI** • Navigating your security and privacy obligations when using AI • How to manage the risks of AI in a rapidly changing landscape in order to remain safe, but innovative • How to keep bias out of data to	**Fireside chat: Change Management and Communication: Leading Effective Change to Drive Culture Transformation** • Acknowledging the inevitability of resistance to change and what strategies are there for addressing resistance • The importance of defining a clear and compelling vision for the	**Safeguarding language models against threats, insights into two way privacy** *Rahil Parikh will review the vulnerabilities of AI models. He will discuss two privacy attacks aimed at extracting instances of the training data from a trained model. Subsequently, the session will explore measures to safeguard language models against these threats, ensuring a responsible and secure integration*

Time					
		management, inventory forecasting, demand planning, and resource allocation Farid Sheikhi, Manager, Business Intelligence & Digital Transformation, **KFC CANADA**	ensure fair and ethical AI Diego de Aragao, Senior Vice President, Balance Sheet Management & Analytics, **CITI**	transformation, and how the benefits of a data-driven culture is aligned with the organizational goals Tonjia Coverdale, Senior Vice President, Chief Strategy Officer for Operations & Technology, **ASSOCIATED BANK** Maksim Kravets, Executive Director, Strategy & Operations **CVS HEALTH**	*of large language models* Rahil Parikh, Applied Scientist, **AMAZON**
3:00	**Data Governance in Modern Data Architectures: Ensuring Compliance, Security, and Data Quality** • Overview of the importance of data governance in modern data architectures	**Revolutionizing Data Driven Innovation: Synthetic Data** The Benefits and Challenges of Synthetic Data: Explore how synthetic data can address privacy concerns, reduce biases, and enhance the	**The Age of Big Data & AI: Building Trust and Transparency** • What are the challenges of trust and transparency in the age of big data and AI	**Maximizing your Data & Analytics Strategy for ROI, Efficiency and Productivity in an increasingly demanding environment.** • The role of advanced	**Building a Privacy & Risk-aware Culture and Compliance Mindset** • The importance of privacy training and awareness programs in educating

• Strategies for maintaining data quality through data governance practices	training of AI models, while also discussing the potential pitfalls and limitations. Cecilia Dones, Professor, **COLUMBIA BUSINESS SCHOOL**	• ethical considerations and responsible AI practices aimed at ensuring the ethical and responsible use of big data and AI technologies Anusha Dandapani, Chief Data & AI Services Officer, **UNICC**	analytics and artificial intelligence (AI) solutions in driving ROI • Why is it important to define and track key performance indicators (KPIs) related to data and analytics initiatives, such as return on investment (ROI), cost savings, productivity gains, and process efficiency improvements Bhagyesh Phanse, Vice President, Analytics & Data Science, **STARBUCKS**	employees about privacy risks, obligations, and best practices • Developing comprehensive privacy training programs, raising awareness of privacy issues, and fostering a culture of privacy compliance within organizations Christopher Hart, Partner, Co-Chair, Privacy & Data Security Group, **FOLEY HOAG LLP**
3:30	**NETWORKING BREAK IN EXHIBIT HALL**			

4:00	**PANEL DISCUSSION: Insights into metadata management tools and platforms for cataloging, lineage tracking, and data discovery** (highlighted)	**PANEL DISCUSSION: Exploring emerging trends and technologies shaping the future of data, such as edge computing, serverless architectures, cloud migration and AI-driven infrastructure management**	**PANEL DISCUSSION: Harnessing the Power of AI for Good: Empowering Data Leaders to Drive Positive Impact**	**PANEL DISCUSSION: Data-driven Diversity and Inclusion: Advancing Equity and Representation in the Workplace**	**PANEL DISCUSSION: Privacy by Design: Embedding Privacy Principles into Data Architecture and Product Development**
	• The core functionality of metadata management tools and platforms, such as data cataloging, metadata extraction, metadata storage, and metadata search capabilities. Rohit Kumar, Vice President, Software Engineering/Data Engineering, **AETNA** (former) Parag Shah, Vice President of Data, **CARGURUS**	• Key emerging trends and technologies shaping the future of data infrastructure • What are the implications of emerging trends and technologies on data infrastructure design, architecture, and management practices, including considerations for security, governance,	• Discover best practices for ethical AI implementation, including responsible data collection, unbiased algorithm development, and transparent decision-making processes • Understand the importance of cross-sector collaboration and partnership-building to maximize the impact of AI for good Farid Sheikhi, Manager, Business Intelligence &	• Discussing the role of data analytics in promoting diversity, equity, and inclusion (DEI) within organizations through data-driven hiring, promotion, and retention practices • Strategies for leveraging data insights to identify and address bias, promote representation, and foster inclusive cultures	• The concept of privacy by design and its importance in proactively addressing privacy concerns throughout the data lifecycle. • Strategies for integrating privacy principles into data architecture, system design, and product development processes to minimize privacy risks

		compliance, and organizational readiness for adoption Sam Marks, Director of Business Strategy, Solutions & Analytics, **BOSTON BRUINS** Arohi Nair, OFFICE OF CHIEF INFORMATION OFFICER**, FEMA, DEPARTMENT OF HOMELAND SECURITY** Armin Mahmutefendic, Director, Chief Technology Officer, **MADISON INTERNATIONAL REALTY** Karim Samouda, Senior Director, Infrastructure & Architecture Management, **VOSKER** <mark>Senior Representative,</mark> **SNOWPLOW**	Digital Transformation, **KFC CANADA** Chandra Kapireddy, Firmwide Head of Gen AI, ML & Analytics, **TRUIST** Bappaditya Roy, Chief Cloud Architect, **THE TJX COMPANIES, INC** <mark>Cindi Howson, Chief Data Strategy Officer,</mark> **THOUGHTSPOT**	Maggie Ward, Manager, Talent Ops Data & Reporting, **NETFLIX** Jennifer Mezzio, Global HR Data Officer, **FIRST CITIZENS BANK** Cecilia Dones, Professor, **COLUMBIA BUSINESS SCHOOL**	Karina Klever, **Governance & Compliance Expert** Alan Halfenger, Chief Compliance Officer, **ARCTARIS IMPACT INVESTORS** Thomas Shola, Chief Risk & Privacy Officer, **NORTHERN BANK**

4:45	Closing Remarks
5:00	Kickoff Evening Reception

October 16, 2024

8:15am	Networking Breakfast
9:00	**PANEL DISCUSSION: THE STATE OF DATA & ANALYTICS 2024 – a panel comprised of the biggest CDOs, CAOs, CDAOs & our Editorial Staff** • The latest trends and technologies shaping the field of data and analytics in 2024, including advancements in artificial intelligence, machine learning, big data, cloud computing, and edge analytics • Insights into how organizations are leveraging data and analytics to drive business strategy, innovate products and services, optimize operations, and enhance customer experiences, leading to competitive advantage and market differentiation Bappaditya Roy, Chief Cloud Architect, **THE TJX COMPANIES, INC** Tarun Sood, Chief Data Officer, **AMERICAN CENTURY INVESTMENT** Alex Golbin, Managing Director, Chief Data Officer & Interim Chief Technology Officer, **HUDSON BAY CAPITAL MANAGEMENT** Richard Schaefer, Chief AI Officer VISN, **U.S. DEPARTMENT OF VETERANS AFFAIRS** Erum Manzoor, Senior Vice President, **CITI** **Moderated by:** Avinash Tripathi, Vice President, Analytics, **UNIVERSITY OF PHOENIX**
9:40	**From Hype to Reality: Mastering AI** • Transitioning from AI Concepts to Practical Applications • Developing a Robust AI Frameworks that create value • Maximizing AI's Potential for Innovation and Growth:

	Steve Boras, Head of Model Risk Management & Validation, **CITIZENS BANK**
10:00	==Reserved for Dot Data==
10:30	**Artificial Intelligence isn't just a catch-phrase anymore. It's here to stay and we better be ready.** • Investing in AI talent, infrastructure, and capabilities, and developing strategies to leverage AI for competitive advantage and business growth • Understanding the potential AI has to drive innovation, enhance efficiency, and unlock new opportunities for value creation in a rapidly evolving digital landscape Glenn Hofmann, Chief Analytics Officer, **NEW YORK LIFE INSURANCE COMPANY**
11:00	**Networking Break**
11:30	==Reserved for Airia==
12:00	==PANEL DISCUSSION: Data Governance and Security in the Age of AI==: • Establishing robust data governance frameworks • Ensuring data security in AI driven environments • Balancing innovation and privacy Nachiket Mehta, Head of Data and Analytics, Engineering, Global Operations, **WAYFAIR** Steve Boras, Head of Model Risk Management & Validation, **CITIZENS BANK** Sowmya Subramanian, Executive Vice President, **WARNER BROS. DISCOVERY** ==Jessica Lin, Lead Data Scientist, DATAROBOT==
12:45	==PANEL DISCUSSION: Optimizing Data Management Strategies for Enhanced Data Quality:== • Designing comprehensive data management strategies • Ensuring high quality data for business intelligence • Innovative data management tools and technologies

	Vivek Goel, Chief AI Strategist, **WELLNESS CONNECTION** Keerti Purohit, Executive Director, Data & Analytics, **VERIZON** Shweta Mahajan, Product Owner, Data Management Lead, **BLOOMBERG** John Hernandez, Director, Content Analytics, **ALM MEDIA** <mark>Panel Moderator</mark> **WNS**
1:30	**Lunch**

	FS/Insurance Stage	**Retail/e-commerce Stage**	**Healthcare/ Hospitals Stage**	**CPG/Manufacturing Stage**	**Cross Industry Best Practices Stage**
2:45	**PANEL DISCUSSION: The Power of AI in Financial Services: Predictive Analytics, Algorithmic Trading, and Risk Management** • How artificial intelligence (AI) is transforming the financial services industry • The role of AI and machine learning in algorithmic trading and quantitative finance, including automated trading strategies, pattern recognition, and	**PANEL DISCUSSION: AI-driven Personalization: How Gen AI Is Shaping Customer Experiences in Retail and E-commerce** • Insights into how AI algorithms analyze customer data, such as browsing history, purchase patterns, and demographic information, to deliver personalized product recommendations, enhancing	**PANEL DISCUSSION: Sitting at the top: Data Insights from hospitals & Healthcare systems and bringing us into 2025.** *The evolution of data analytics in hospitals and healthcare systems, highlighting advancements in technology, data collection methods, and analytical techniques that have shaped the industry's approach to data-driven decision-making*	**PANEL DISCUSSION: Driving Efficiency and Innovation: Data Quality Management: Ensuring Accuracy, Consistency, and Reliability** • Techniques for assessing and improving data quality. • Common data quality challenges and how to address them. • Tools and technologies for monitoring and	**PANEL DISCUSSION: AI-Driven Data Strategies: Leveraging Artificial Intelligence for Strategic Advantage** *Discuss how organizations can integrate AI into their data strategies to drive innovation and achieve competitive advantages* Var Shankar, Associate, Grail Lab, **PURDUE UNIVERSITY** Armin Mahmutefendic, Director, Chief

predictive modeling Diego de Aragao, Senior Vice President, Balance Sheet Management & Analytics, **CITI** Chandra Kapireddy, Firmwide Head of Gen AI, ML & Analytics, **TRUIST** David Dietrich, Vice President, Advance Analytics & Governance, **FIDELITY INVESTMENTS** Erum Manzoor, Senior Vice President, **CITI** ==Moderated by Pete Foley, Chief Executive Officer & Co-Founder, **MODELOP**==	engagement, conversion rates, and customer satisfaction David Smith, Director of Data Governance, **NEW BALANCE** Zach Elewitz, Head of AI, **FORTUNE BRANDS** Seema Swamy, Senior Director, Insights, Analytics & Data Science, **WALMART** Shreesha Jagadeesh, Associate Director of Applied Machine Learning, **BEST BUY** Sabaita Mohsin, AI Product Leader, **CATERPILLAR INC.** Laks Meyyappan, Executive Director, Algorithms & Data Science, **CVH HEALH**	Carly Van Zandt, Senior Director, Data Governance, **FRESENIUS MEDICAL CARE** Joshua Merrill, Enterprise Data, Analytics & Reporting , **BOSTON CHILDREN'S HOSPITAL** Ajai Sehgal, Chief Data & Analytics Officer, **MAYO CLINIC** Kevin Kramer, Senior Vice President, Data Science & Analytics, **RECOVERY CENTERS OF AMERICA (former)** Rohit Kumar, Vice President, Software Engineering/Data Engineering, **AETNA** (former) Sammi Tang, Vice President, Global Head of Biometrics Department, Quantitive	maintaining data quality Eric Higgins, Vice President, Global Online Data Science, **THE ESTÉE LAUDER COMPANIES INC.** Joe Delpercio, Director, Analytic Services, **ZEUS INDUSTRIAL PRODUCTS** Bappaditya Roy, Chief Cloud Architect, **THE TJX COMPANIES, INC**	Technology Officer, **MADISON INTERNATIONAL REALTY** Shweta Mahajan, Product Owner, Data Management Lead, **BLOOMBERG**

		Medicine, Data Strategy, Medical Writing) **SERVIER** Matthew McGinnis, Vice President, Data & Analytics, **EVERNORTH**		
3:30	**Challenges and Opportunities of Generative AI and its Implications on your Data Strategy** • Address challenges of protecting sensitive information, ensuring compliance with data regulations, and addressing the potential vulnerabilities • Discuss the potential of generative models to create realistic synthetic data	**Building a Future-Proof Data Platform: A Strategic Blueprint** *In today's data-driven landscape, organizations must harness the power of their data to gain a competitive edge. However, legacy systems and siloed data sources often hinder innovation and agility. This session will provide a strategic blueprint for building a modern, future-proof data platform that unlocks the full potential of your organization's data enabling you to deliver innovative AI and analytical solutions.*	**The impact of AI & ML on Patient and member experiences and outcomes** *AI technology made it possible for doctors to spend more time with patients. According to a study, Physicians spend 50% of patient visit time updating records in provider systems like EHRs and only spent 25% of their time with patients. Apple Watches and Smartphones devices help record patient, doctor's conversation and NLP technology convert unstructured clinical records to structured records to*	**Building a Data-Driven Culture: Creating a Community of Practice** • Essential steps to set up and foster a thriving community of practice within data and analytics organizations, including best practices for engagement and knowledge sharing • Examining various organizational models for data and analytics	**Emerging Technologies and Trends in Data Science: Unlocking the Potential of Data for Innovation** • An overview of emerging technologies such as artificial intelligence (AI), machine learning (ML), natural language processing (NLP), blockchain, edge computing, and quantum computing, and their potential applications in data science

Tarun Sood, Chief Data Officer, **AMERICAN CENTURY INVESTMENT**	Vinay Narayana, Senior Director, Engineering, Data Analytics & ML, **LEVI STRAUSS & CO**	*update the provider's systems.* *Now healthcare is moving from fee-per-service to a value-based care model. Healthcare organizations are working on measure provider performance and identifying gaps in care for reporting to payers and regulators. This type of data mining in healthcare, made possible by NLP.* Ram Gautam, Clinical Platform, **TELADOC HEALTH**	teams, discussing the pros and cons of each, and delve into the importance of promoting data literacy to empower all employees across the organization. Steven Fransblow, Senior Vice President, Data**, MIXBOOK**	• Insights into future trends and opportunities in data science, and the potential impact of these trends on driving innovation across various industries Sowmya Subramanian, Executive Vice President, **WARNER BROS. DISCOVERY**
4:00		NETWORKING BREAK		
4:30	**Discussion Group: How AI can Improve Decision-Making Processes Within the Finance Industry - From Predictive Analytics to Real-Time Insights** • Enhancing Predictive	**Insights into how AI is being leveraged at DoorDash** Sundeep Das, Head of Machines Learning/AI - New Business Verticals, **DOOR DASH**	**Operationalizing and Scaling Models in Databricks: From Development to Production** • End-to-End Model Lifecycle Management in Databricks	**Discussion Group: The Challenges and Advantages of Building a Data-Driven culture in Manufacturing.** • The Importance of cultural transformation in	**Discussion Group: Learning from each other: Digital Transformation and Data Strategy: Navigating the Road to Success in the Digital Era** • The importance of continuous

Accuracy: Explore how AI-driven predictive analytics can improve data driven decisions and improve business outcomes Erum Manzoor, Senior Vice President, **CITI** Vishal Patel, Chief Data & Analytics Officer, **WEBSTER BANK** Jen Courant, Chief Data Officer, **DWS GROUP**	Rohit Raghunathan, Head of Engineering, **DOORDASH**	• Ensuring Reliability and Monitoring in Production with MLOps Crystal Garcia, Director, Data Science, **BLUE CROSS BLUE SHIELD OF MICHIGAN** Neetu Togani, Managing Director, Analytics, Data & Reporting, **BLUE CROSS BLUE SHIELD OF MICHIGAN**	manufacturing organizations to embrace data-driven decision-making • Challenges associated with data literacy and the skills gap within manufacturing workforce; strategies for upskilling employees, promoting data literacy, and fostering a culture of continuous learning Joe Delpercio, Director, Analytic Services, **ZEUS INDUSTRIAL PRODUCTS** Haroon Abbu, Senior Vice President, Digital Technology & Data Analytics , **BELL & HOWELL**	innovation and adaptation in the rapidly evolving digital landscape; strategies for staying agile and responsive to market changes, emerging technologies, and evolving customer needs through iterative experimentation and learning • Common challenges and roadblocks encountered in digital transformation and data strategy initiatives and how to overcome these challenges Kendell Timmers, SVP, Head of Data & Insights, **THE NEW YORK TIMES**

				Sam Marks, Director of Business Strategy, Solutions & Analytics, **BOSTON BRUINS** Gabrielle Riese, Model Risk Manager, **CITIZENS** Parag Shah, Vice President of Data, **CARGURUS**
5:00	**Sessions Conclude**			
6:30-9:00	Corinium Awards & Black Tie Gala 6:30-7:00 Reception 7:00-9:00 Awards & Dinner			

October 17, 2024

		CX Stage	InfoSecurity Stage	Workplace & People Stage	Sales & Marketing Stage
8:15		**Networking Breakfast**			
9:00		**PANEL DISCUSSION: How Customer Experience is driving digital transformation and adoption across the enterprise**	**PANEL DISCUSSION: Data-driven Incident Forensics: Investigating and Analyzing Security Incidents** • Insights into how data-driven approaches can	==**PANEL DISCUSSION: Data-driven Talent Acquisition: Leveraging Analytics to Identify and Attract Top Talent**== • Exploring how organizations can use	**PANEL DISCUSSION: Data-driven Sales Strategies: Leveraging Analytics to Identify and Prioritize High-value Opportunities** • How can organizations use analytics to segment their

- How data analytics and insights are driving digital transformation efforts by providing organizations with actionable intelligence about customer interactions, purchasing patterns, and sentiment analysis

Tu Le, Head of Retail Bank Operations, **USAA FEDRAL SAVINGS BANK**

Beverly Wright, PHD, CAP, Academic Program Director, Data Science & AI, **THE UNIVERSITY OF GEORGIA**

Chi-Chi Zhang, Senior Director of Product, Machine Learning & Personalization for News, **YAHOO**

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enhance incident investigation and analysis by leveraging digital evidence to identify the root causes of security incidents

- How machine learning algorithms can assist in anomaly detection, pattern recognition, and behavioral analysis to identify suspicious activities and threats

David Cass, Chief Information Security Officer, **GSR**

Senior Representative, Chief Information Officer, **WORLDBANK**

Rose Lally, Chief Information Security Officer, Vice President, Governance & Controls, **ALTISOURCE**

Kevin Medeiros, Vice President, Senior Information

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data analytics to optimize the talent acquisition process, including sourcing, screening, and selecting candidates, to attract and hire top talent effectively

- How can organizations leverage data analytics to understand candidate preferences, tailor messaging and branding efforts, and effectively engage with target talent pools through targeted recruitment campaigns

Stacey Force, Board of Advisors, **GPS EDUCATION**

Westie Magnuson, Chief People Officer, **CORNEL'S PLUMBING, HEATING & AIR**

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customer base, prioritize prospects, and tailor sales strategies to address the specific needs and preferences of different customer segments

- Discuss how organizations can use analytics to track the progress of opportunities through the sales funnel, identify bottlenecks, and optimize sales processes

Kevin Nickerson, AVP, Analytics & Sales Enablement, **CHUBB**

Gunjan Aggarwal, Executive Director, Data Strategy & Marketing Data Solutions, **NOVARTIS**

John Giaquinto, Vice President of Loyalty, Personalization & Analytics, **RITE AID**

Anton Pavlov, Senior Manager, Customer Data & Marketing Automation, **ALNYLAM PHARMACEUTICALS**

John Hernandez, Director, Content Analytics, **ALM MEDIA**	Security Risk Officer, **WORKERS CREDIT UNION**		
9:45 **Customer Lifetime Modeling** *Insights into deep learning CVL models for increased personalisation* Laks Meyyappan, Executive Director, Algorithms & Data Science, **CVH HEALH**	**Secure DevOps: Integrating Security into CI/CD Pipelines** • The significance of Secure DevOps practices in safeguarding data integrity, confidentiality, and availability throughout the software development lifecycle • Insights into how automated tools such as static application security testing (SAST) and dynamic application security testing (DAST) can help detect and remediate data-related vulnerabilities, such as injection flaws or	**Exploring the Ethical Implications of Advanced AI and AGI Development** • Implementing bias mitigation strategies to proactively identify and minimize biases in AI/Gen AI algorithms and models, ensuring fairness and equity in decision-making processes • Promoting explainability and transparency in AI/Gen AI systems to provide clear insights into how AI models make decisions, enhancing trust, and facilitating better understanding of AI-generated outcomes	**Customer Segmentation and Targeting: Using Data Insights to Personalize Sales and Marketing Campaigns** • Leveraging data insights to create detailed customer profiles based on demographics, psychographics, behaviors, and preferences • The role of predictive analytics in identifying and predicting customer segments with the highest potential value. Dr. Tiffany Perkins-Munn, Managing Director, Head of Data & Analytics for JPMC Marketing, **J.P. MORGAN CHASE & CO.**

		insecure data storage practices Corey M. Dennis, Senior Director, Global Counsel, Information Security & Privacy, **ELI LILLY AND COMPANY**	Jennifer Mezzio, Global HR Data Officer, **FIRST CITIZENS BANK**	
10:15		**Networking Break**		
10:45	**Customer Data Platforms (CDPs): Unifying Customer Data for a 360-degree View** • The benefits of Customer Data Platforms (CDPs) in aggregating and unifying customer data from disparate sources • How does this enable organizations to create a holistic view of each customer and deliver personalized experiences across channels.	**Security by Design in the Age of AI: Building Resilient Systems from the Ground Up** • Integrating Security into AI Development: Explore best practices for embedding security into every stage of AI development, ensuring that AI-driven solutions are not only innovative but also secure by design. • Proactive Threat Mitigation: Learn how AI can be leveraged to predict and mitigate security threats in real-time, enhancing the resilience of systems	**Reimagining the Workforce: Engaging a New Generation of Talent** Data driven Insights on how to design employee experiences that resonate with today's workforce, fostering engagement, retention, and a sense of purpose across all levels of the organization Stacey Force, Board of Advisors, **GPS EDUCATION**	**Marketing Attribution Modeling: Understanding the Impact of Marketing Channels on Sales Performance** • The role of data-driven insights in guiding marketing investment decisions and optimizing channel allocation strategies • Discuss how organizations can use real-time data analytics to track key performance metrics, monitor campaign effectiveness, and iterate on attribution models based on changing market dynamics and customer behaviors, ensuring that marketing efforts remain aligned with business goals and objectives

				Beverly Wright, PHD, CAP, Academic Program Director, Data Science & AI, **THE UNIVERSITY OF GEORGIA**
11:15	**Harnessing Data-Driven Solutions for ecommerce Success: A Deep Dive into AI and Performance Analytics** *Insighs into how data analytics can be used to fine-tune eCommerce platforms, from improving content management to enhancing onsite advertising. Learn best practices for using advanced analytics to make informed decisions that directly impact sales and customer experience* Edward Loessi, Senior Manager, eCommerce Technology and Performance Analytics, **AHOLD DELHAIZE**	**Cybersecurity Governance and Risk Management: Building Resilience in the Face of Evolving Threats** • Establishing comprehensive cybersecurity governance frameworks to guide organizational policies, procedures, and decision-making processes • The role of governance in setting strategic objectives, defining risk appetite, and ensuring alignment with regulatory requirements and industry standards	**People Analytics: Using Data Insights to Drive HR Strategy and Decision-making** • The role of people analytics in HR strategy and decision-making, including workforce planning, performance management, and employee engagement, to optimize organizational effectiveness and productivity • Insights into how HR can use data analytics to track employee performance, identify high-potential talent, and tailor learning and development programs to individual needs, driving continuous	==**Sales Forecasting and Pipeline Management: Predicting Revenue with Accuracy and Confidence**== • The importance of leveraging historical sales data, market trends, and customer insights to develop data-driven sales forecasts • Discuss how organizations can use CRM systems and sales analytics tools to gain real-time visibility into their sales pipelines

		Thomas Shola, Chief Risk & Privacy Officer, **NORTHERN BANK**	improvement and career growth Westie Magnuson, Chief People Officer, **CORNEL'S PLUMBING, HEATING & AIR**	
11:45			**LUNCH**	
1:15	<mark>**CX Metrics That Matter Customer Analytics: Understanding Consumer Behavior and Enhancing Customer Experience to drive loyalty**</mark> • Explore the concept of customer journey mapping and its role in understanding consumer behavior across various touchpoints. • Discuss how organizations use data analytics to identify pain points, opportunities, and moments of truth in	**Implementing Strategies to Safeguard Sensitive Information** • Strategies for identifying and categorizing sensitive data assets based on their level of confidentiality, integrity, and regulatory requirements • The role of encryption and data masking techniques in protecting sensitive information both at rest and in transit Rose Lally, Chief Information Security Officer, Vice	<mark>**Workforce Planning in the Digital Age**</mark> • How organizations can analyze historical workforce data, market trends, and business projections to anticipate skill gaps, succession needs, and workforce demand in the digital age • Insights into how how HR departments can use data-driven insights to identify high-potential successors for critical roles, assess readiness gaps, and develop targeted development plans to groom future	**Driving Growth with Data-Driven Marketing: Strategies for Modern Sales Leaders** • Harnessing Data for Targeted Campaigns: Explore how to leverage data analytics to create highly targeted and personalized marketing campaigns that resonate with today's consumers and drive sales growth. • Aligning Sales and Marketing for Success: Learn strategies for fostering collaboration between sales and marketing teams, ensuring data-driven insights are effectively used to optimize

	the customer journey	President, Governance & Controls, **ALTISOURCE**	leaders and ensure organizational continuity	customer acquisition and retention efforts Gunjan Aggarwal, Executive Director, Data Strategy & Marketing Data Solutions, **NOVARTIS**
1:45	**Voice of the Customer (VoC) Analytics: Predictive Customer Support: Proactively Addressing Customer Needs with Data-driven Insights** • Predictive customer support and its role in proactively addressing customer needs and issues before they escalate • How can organizations collect and integrate diverse data sources to gain a comprehensive understanding of the	**Emerging challenges in Identity Access Management** • The evolving role of AI in cybersecurity, • The journey towards ISO27001 certification Kevin Medeiros, Vice President, Senior Information Security Risk Officer, **WORKERS CREDIT UNION**	**AI Governance and the Future of Work** • How do agentic AI systems impact how people do their jobs? • What can we learn from last year's Hollywood strikes? Var Shankar, Associate, Grail Lab, **PURDUE UNIVERSITY**	**Customer Journey Mapping and Optimization: Improving Sales and Marketing Effectiveness Across Touchpoints** • How can organizations leverage customer data, segmentation techniques, and marketing automation to tailor content, messaging, and offers to individual preferences and behaviors • Leveraging customer data to segment their audience, identify unique preferences and needs, and deliver tailored content, messages, and offers at each stage of the journey

	voice of the customer Lauren Gardener, Senior Manager, Voice Of Customer Strategy, **STASH**			John Giaquinto, Vice President of Loyalty, Personalization & Analytics, **RITE AID**
2:15	**Conclusion**			